

JOB DESCRIPTION DICKENSON COUNTY, VA

DIRECTOR OF ECONOMIC DEVELOPMENT

The DIRECTOR OF ECONOMIC DEVELOPMENT (Director) is a key member of the County Administrator's Executive Leadership Team with the responsibility of planning, directing, managing, and supervising the day-to-day economic development operations for the County and the Industrial Development Authority of Dickenson County, Virginia (IDA). Operating within broad general policy guidelines and in alignment with the County Administrator, the Director exercises substantial latitude and discretion to achieve effective and efficient utilization of resources to manage the implementation of the County's and the IDA's joint Economic Development Plan.

In consultation with the IDA, the position of Director of Economic Development shall be appointed by the Dickenson County Board of Supervisors and serves under the direction of the County Administrator. The Director shall also provide all required and necessary administrative and professional services required by the IDA to implement the Economic Development Plan, and to fully implement the IDA's statutory powers and duties to assist the Dickenson County Board of Supervisors in fulfilling their economic development goals and objectives. However, the County Administrator at his or her discretion, may delegate in writing to the IDA, the authority and responsibility to supervise and manage the day-to-day job functions of the Director. The Director serves at the will and pleasure of the Dickenson County Board of Supervisors, subject to input of the IDA as hereinafter outlined.

Under the administrative direction of the County Administrator and in consultation with the IDA, the Director shall perform administrative and managerial work in planning, directing, and coordinating economic and industrial development programs within the County. Work involves encouraging the expansion of existing industries and businesses, and the establishment of new businesses and industries in the County. The Director is also responsible for promoting attributes of the area, preparing reports and presentations concerning economic development activities and maintaining databases of County resources. The Director of Economic Development must exercise considerable initiative and independent judgement in developing marketing strategies and associated materials. The Director must also exercise considerable tact and courtesy in frequent contact with industry and business representatives and the general public. The Director shall collaborate with the County Administrator and the IDA on strategy and policy to ensure that the County's mission and core values are incorporated into operational activities and services.

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ESSENTIAL JOB FUNCTIONS:

Since every duty associated with this position may not be described herein, the Director may be required to perform duties not specifically spelled out in the Job Description, but which may be reasonable considered to be incidental in performing his or her duties just as though they were written out in this job description.

ESSENTIAL FUNCTIONS

- Coordinates and assists with the development and implementation of marketing strategies, plans, and promotions to attract and encourage business, industry, commercial development, workforce and tourists to locate in Dickenson County; receives inquiries from developers, business firms and others interested in establishing or expanding industry in the County.
- Establishes and maintains favorable contacts with a variety of business and industry representatives, and representatives of other industrial promotion and marketing agencies, to publicize and promote attributes of location and development within County; develops and maintains positive relationships between County government and business and industry.
- Investigates labor supply, transportation, utilities, machinery, financing and other requirements for the establishment of a new industry.
- Collects demographic, geographical, economic and other related data about the County; prepares technical reports, brochures and special presentations to be used in publicizing the advantages of locating in the County or for presentation to a firm expressing interest in the County.
- Assists industry and businesses through the local, state or federal permitting processes.
- Provides ongoing support for Workforce Development activities on behalf of County companies and businesses, and assists with the development of programs that will strengthen the skills of local workforce.
- Calls on existing businesses to encourage and assist their growth within the County.
- Develops strong working relationships with other economic development organizations, property owners and resources to promote economic development activities.
- Provides administrative and professional (staff support) services required by the IDA to implement the Economic Development Plan and to fully implement the IDA's statutory powers and duties to assist the Dickenson County Board of Supervisors in fulfilling their economic development goals and objectives.
- Attends conferences, seminars, workshops, classes, lectures, etc., as appropriate, to enhance and maintain knowledge of trends and developments in the field of economic development and tourism; attends professional, civic, and

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social gatherings, as appropriate, to represent and promote interests of the County and to collect information pertinent to advancement of interests of the County.

- Work is primarily performed in the Economic Development Office. Some travel is involved by automobile to various locations generally within the State; however, out of state travel may be required.
- Acts as a spokesperson with media outlets, at community and civic events, both local and regional, to promote, communicate and reinforce the effective positive goals and objectives of the Board of Supervisors and the IDA to create growth and improve the community.
- Prepares news releases and makes oral announcements to news media, as appropriate, pertaining to activities of the County and IDA, such as location of new industry, expansion of existing industry, new marketing campaigns, etc.
- Provides assistance with short and long-range project planning.
- Develop, administer, recommend, implement, monitor, and oversee tourism programming to include tourism advertising and promotions, economic development, and projects and programs.
- In consultation with the Director of the Chamber of Commerce, plans, coordinates, and implements specialized programs to serve small business, entrepreneurs, and agricultural businesses in support of attracting investment to the County.
- Compiles and maintains databases with marketing, demographics and other related data.
- Compiles and maintains current data on the industrial and commercial locations, tourism industry and characteristics of the County, including available sites and buildings and coordinates with other county departments, regional partners and state agencies to maintain information on transportation, labor market, utilities and social-economic conditions and related information.
- Assists in preparation of grants, RFP's, incentive programs, and financial analyses.
- Seeks out projects and grants to aid in the enhancement of quality of life for citizens of the County.
- Assists in the preparation of proposals and information for investment prospects including site selectors, corporate real estate, and economic development partners.
- Possesses familiarity with incentive programs available to the county including the Enterprise Zone and Opportunity Zone programs, and shall prepare and have available targeted economic incentive packets for prospective industries and businesses.
- Maintains accurate and up-to-date information on the County's tourism and economic development websites.

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- Processes requests for information and literature from ad responses, other tourism centers and brochure distributors.
- Oversees event planning efforts for tourism, and coordinates activities with the towns located within Dickenson County.
- Coordinates and assists economic development activities with each town located within Dickenson County.
- Prepares economic development funding applications to local, regional, state or federal agencies and/or organizations, and is knowledgeable of funding sources.
- Recruits business investment in Dickenson County. Assists potential businesses with the showing of sites and buildings to prospects, making presentations and responding to information requests in a timely, accurate, and professional manner.
- Meets with potential developers, industry and building owners, and their representatives to facilitate participation in development projects.
- Works as a liaison between property owners, prospective business tenants, real estate agents, and developers to match available properties with desired commercial business tenants and developers to match available properties with desired commercial business activities, and arranges tours of County facilities to show real estate available for commercial or business use.
- Develops and maintains a database of vacant or underutilized commercial, industrial, and office spaces.
- Responsible for planning and organizing the implementation of projects, administering community development activities, and coordinating the implementation of public facility improvements, public services and other related programs.
- Develops and maintains a public relations media plan to produce and publish mass communication through email blasts and marketing promotions.
- Represents the County and IDA at economic related meetings, appropriate boards, commissions, or committees as assigned.
- Measures, monitors, and reports performance metrics associated with economic development policies, projects, programs and Economic Development Plan.
- Develops and manages incentive programs for attracting businesses to the County.
- Maintains accurate and up to date records and files, and performs administrative tasks related to office operations.
- Consult with and work closely with the Dickenson County IDA attorney to ensure compliance with state and federal laws, rules and regulations, and to fulfill the job duties and responsibilities as outlined herein
- Shall possess excellent oral and written communication skills.
- Shall possess functional skills with personal computer to include word processing, presentations, spreadsheets and Adobe software; and shall possess skills and experience with website development and social media usage.

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- Performs other duties as required.

QUALIFICATIONS:

1. In consultation with the IDA, the Board of Supervisors preference is to employ a Professional Economic Development Director whose qualifications include:
 - a) Possession of a Bachelor's Degree in marketing, communications, business administration, public administration, or a related field.
 - b) Six to nine years of increasingly responsible experience in economic development, marketing, real estate, public relations management or a related field.
 - c) A Master's Degree in the above fields and/or Certification in Economic Development (CED).
2. When conditions preclude hiring a Professional Economic Developer, the Board of Supervisors and Industrial Development Authority may select a candidate possessing any combination of training, knowledge, skills and abilities who possesses a Bachelor's degree in marketing, communications, business administration, public administration or a related field.
3. The IDA may require the Director to be bonded, and if so, the IDA shall request the prospective employee to fill in an application to a recognized bonding firm, selected by the IDA. Failure to qualify for bonding shall disqualify an applicant from being considered for the position of Director.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met to successfully perform the essential functions of the Director of Economic Development:

- While performing the duties of this job, the Director is frequently required to speak and hear; sit; stand; bend; stoop; bend knees; use hands and fingers to handle, feel or operate objects, tools or controls; reach with hands and arms; use wrist for repetitive motion; drive a vehicle; get in and out of vehicles; tolerate exposure to weather; domestic animals and environmental allergens. The Director occasionally must lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision and ability to adjust focus. Hand/eye coordination is necessary to operate office equipment.
- While performing the duties of the job, the Director occasionally is required to work in outside weather conditions. The Director may be exposed to wet and/or humid

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conditions, extreme cold, and extreme heat. The noise level in the work environment is quiet to moderately loud, depending on the task or equipment being used.

- The Director must be free from mental and/or physical disorders which would interfere with the performance of duties as described, and have the ability to maintain his/her composure with the public and coworkers on a daily basis, and during stressful or emergency situations.

RESIDENCE REQUIREMENT:

The Director, as a part of his or her employment, shall maintain a residence in Dickenson County, Virginia. If the Director lives outside of Dickenson County, he or she shall have a period of up to twelve months from the date of hire to establish a residence in Dickenson County.

DRIVERS LICENSE:

The Director, as part of his or her employment, shall maintain a valid and unrestricted driver's license. If during the course of employment the Director is convicted of a traffic offense or other crime which results in a suspension, revocation or any driving license restrictions of any nature, the Director shall be subject to immediate dismissal.

RULES OF GENERAL CONDUCT:

The Dickenson County personnel policy shall govern the conduct of the Director.

REPORTING:

The Director of Economic Development shall report to and be held accountable by the Dickenson County Board of Supervisors for the performance of all job duties and responsibilities by the Dickenson County Board of Supervisors. In addition, the Director of Economic Development shall fully inform and solicit feedback from the IDA pertaining to all activities pertaining to economic development. The day-to-day supervision of the Director shall be performed by the County Administrator.

PERFORMANCE AND EVALUATIONS:

PERFORMANCE

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If at any time during the tenure and employment of the Director, the IDA has cause to determine that the Director has not fulfilled the terms and conditions of the job description or has failed to meet the expectations of the IDA, the IDA Chairman shall in writing notify the County Administrator of any such non-compliance or failure to perform said job functions. Within ten (10) days of the receipt of the written notice, the County Administrator shall meet with the Director and Chairman of the IDA to consider the alleged issues, problems or concerns raised by the IDA. After the termination of the meeting and if no resolution of the matters has been reached in the meeting, the County Administrator after consulting with the IDA chairman may solely and unilaterally resolve the matter by taking the following corrective actions:

1. Revise the job description;
2. Administer the job description;
3. Perform a job evaluation in consultation with the IDA chairman;
4. Set up conditions of continued employment;
5. Provide in-service training;
6. Place the Director on probation with terms and conditions;
7. Suspend the Director without pay with terms and conditions;
8. The County Administrator may recommend to the Dickenson County Board of Supervisors that the Director be terminated;
9. The above actions are not exclusive and shall not limit the Dickenson County Board of Supervisors from any and all further actions that may be deemed necessary.

EVALUATION

In consultation with the Chairman of the IDA, the County Administrator shall issue specific written quarterly goals and objectives to be performed by the Director. The County Administrator in consultation with the Chairman of the IDA shall perform a written evaluation of the job performance of the Director no less than annually.

SALARY:

The Director's salary shall be established by the Dickenson County Board of Supervisors, in consultation with the Dickenson County IDA.

BENEFITS:

The Director of Economic Development employee benefits are governed by the Dickenson County personnel policy.

VACATION AND SICK LEAVE:

The County Administrator shall oversee and maintain vacation and sick leave accruals of the Director of Economic Development.

ELIGIBILITY FOR EMPLOYMENT:

To be eligible for employment, the Director of Economic Development shall not be a convicted felon and shall not be convicted of a crime involving moral turpitude including, but not limited to, crimes involving lying, cheating, or stealing. If, during the course of employment, the Director is convicted of a felony or crime involving moral turpitude including, but not limited to, crimes involving lying, cheating, or stealing, the Director shall be subject to immediate dismissal.

HIRING PROCESS:

- Candidates shall submit a job application and resume by or before the predetermined deadline for receipt of applications.
- The Vetting Committee, as defined In the County's Economic Development Plan, shall review and screen all applications. The goal of this phase is to reduce the pool of candidates from a large group to a manageable group of no more than ten people to be interviewed.
- A candidate evaluation form will be completed for each candidate interviewed and will be used to narrow the field of candidates presented the Board of Supervisors and the IDA for final interviews with the top three applicants.
- Upon the selection of the final candidate, the Board of Supervisors and IDA will collaborate to develop an appropriate offer of employment
- The County Administrator will conduct reference checks and, if needed, completion of documentation necessary for the applicant to be bonded.
- An offer of employment will be made after successful of the prior steps.

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Adopted on 24th day of
May, 2022, by the
Dickenson County Board of Supervisors.

Adopted on 23rd day of
May, 2022, by the
Dickenson County IDA.